



WEWS

# ORDER

Print Date 09/24/12

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Flight Dates **09/19/12-09/25/12**

Contract / Revision      **311395 /**      Product      **Romney for President 9.19-9.25.12**

Original Date / Revision      **09/18/12 09/21/12**      Agency Com      **15%**

Advertiser **Romney / Republican / Presi**      Billing Contact

**138 Conant Street  
Beverly, MA 01915**

Agency      **American Rambler Producti**

Buying Contact

**138 Conant Street  
Beverly, MA 01915**

Sales Office      **EWSDC**

Sales Region      **NAT**

Agency Ref

Order Sep      **00:20:00**

Estimate #      **Order # 88**

Alt Order #

Billing Type      **Cash**

Order Type      **GENERAL**

Billing Cycle      **EOM/EOC**

Billing Calendar      **BROADCAST**

Demographic      **A35+**

Rev Codes      **POL      POL      CAND**

Product Codes      **PL**

Priority      **P-2**

Advertiser Ref

Primary Account Executive  
**Daniel Baylog**

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 105250

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	104	\$89,462.50	\$105,250.00	0.00	08/27/12	09/25/12	104	\$89,462.50	\$105,250.00
<b>Totals</b>	<b>104</b>	<b>\$89,462.50</b>	<b>\$105,250.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/19/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$450.00	P-2	0.00	NM	10	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					6	\$450.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					4	\$550.00		0.00			
N 2	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$500.00	P-2	0.00	NM	10	\$5,400.00



WEWS

Print Date: 09/24/12

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Contract / Revision 311395 Flight Dates 09/19/12-09/25/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/21/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Romney for President 9.19- Estimate # Order # 88

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$500.00	P-2	0.00 NM	10	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		6				\$500.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		4				\$600.00		0.00		
N 3	WEWS	09/19/12	09/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$450.00	P-2	0.00 NM	5	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		3				\$450.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		2				\$550.00		0.00		
N 4	WEWS	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$450.00	P-2	0.00 NM	7	\$3,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		3				\$450.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		4				\$550.00		0.00		
N 5	WEWS	09/19/12	09/25/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$800.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		3				\$800.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		2				\$1,300.00		0.00		
N 6	WEWS	09/19/12	09/25/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	6	\$700.00	P-2	0.00 NM	10	\$7,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		6				\$700.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		4				\$800.00		0.00		
N 7	WEWS	09/19/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$600.00	P-2	0.00 NM	3	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		2				\$600.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		1				\$700.00		0.00		
N 8	WEWS	09/19/12	09/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	6	\$850.00	P-2	0.00 NM	10	\$8,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		6				\$850.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		4				\$950.00		0.00		
N 9	WEWS	09/19/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	6	\$1,100.00	P-2	0.00 NM	9	\$10,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		6				\$1,100.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WEWS	09/17/12-09/23/12	M-F 6-630p News		6-630p	--WThF----	:30		<del>(\$1,100.00)</del>	0.00	NM		
	See MG 11.13, 11.14, 11.15 [N/A HRA POLITICAL]													
	Week:	09/24/12	09/30/12	MT-----		4				\$1,300.00		0.00		
N 10	WEWS	09/19/12	09/25/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	6	\$2,200.00	P-2	0.00 NM	12	\$27,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF-S		8				\$2,200.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		4				\$2,400.00		0.00		
N 11	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	6	\$800.00	P-2	0.00 NM	11	\$13,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		6				\$800.00		0.00		



WEWS

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Contract / Revision **311395** Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President 9.19-1** Estimate # **Order # 88**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 11	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	6	\$800.00	P-2	0.00 NM	11	\$13,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	--WTF--	6		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		<del>(\$800.00)</del>		0.00 NM		
See MG 11.13,11.14,11.15														
[n/a]														
2	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		<del>(\$800.00)</del>		0.00 NM		
See MG 11.11,11.12														
[per bill]														
5	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		<del>(\$800.00)</del>		0.00 NM		
See MG 11.13,11.14,11.15														
[n/a]														
6	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		<del>(\$800.00)</del>		0.00 NM		
See MG 11.11,11.12														
[na]														
11	WEWS	09/21/12-09/21/12		M-F 1135p-1202a Nightline		1135p-1207x	-----F----	:30		\$1,200.00		0.00 NM		
Ⓜ MG for 11.6,11.2														
12	WEWS	09/21/12-09/21/12		M-F 1135p-1202a Nightline		1135p-1207x	-----F----	:30		\$1,200.00		0.00 NM		
Ⓜ MG for 11.6,11.2														
13	WEWS	09/24/12-09/25/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		\$1,400.00		0.00 NM		
Ⓜ MG for 11.1,11.5,9.2														
14	WEWS	09/24/12-09/25/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		\$1,400.00		0.00 NM		
Ⓜ MG for 11.1,11.5,9.2														
15	WEWS	09/24/12-09/25/12		M-F 6-630p News		6-630p	MT-----	:30		\$2,000.00		0.00 NM		
Ⓜ MG for 11.1,11.5,9.2														
Week:		09/24/12	09/30/12	MT-----	4		\$900.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
7	WEWS	09/24/12-09/30/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		<del>(\$900.00)</del>		0.00 NM		
See MG 11.16,11.17														
[PRE-EMPT P2 FOR P1]														
8	WEWS	09/24/12-09/30/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		<del>(\$900.00)</del>		0.00 NM		
See MG 11.16,11.17														
[placing a Romney pt1]														
9	WEWS	09/24/12-09/30/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		<del>(\$900.00)</del>		0.00 NM		
See MG 11.18														
[NA]														
16	WEWS	09/24/12-09/25/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		\$1,400.00		0.00 NM		
Ⓜ MG for 11.8,11.7														
17	WEWS	09/24/12-09/25/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		\$1,400.00		0.00 NM		
Ⓜ MG for 11.8,11.7														
18	WEWS	09/25/12-09/25/12		M-F 1135p-1202a Nightline		1135p-1207x	-T-----	:30		\$1,400.00		0.00 NM		
Ⓜ MG for 11.9 09/25														
[N/A SEPARATION THERE IS ONE IN EVERY BREAK]														
N 12	WEWS	09/19/12	09/25/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$350.00	P-2	0.00 NM	5	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	--WTF--	3		\$350.00		0.00					
Week:		09/24/12	09/30/12	MT-----	2		\$400.00		0.00					
N 13	WEWS	09/19/12	09/25/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00 NM	1	\$6,000.00



WEWS

Print Date: 09/24/12

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Contract / Revision **311395** Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President 9.19-** Estimate # **Order # 88**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WEWS	09/19/12	09/25/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	- T - - - -	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	- T - - - -					1	\$6,000.00		0.00			
N 14	WEWS	09/19/12	09/25/12	Friday Prime C Friday Prime C	CM	10-11p	- - - - F - -	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - F - -					1	\$3,000.00		0.00			
		Week: 09/24/12	09/30/12	- - - - -					0	\$0.00		0.00			
N 15	WEWS	09/19/12	09/25/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	- - - - - S -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S -					1	\$350.00		0.00			
		Week: 09/24/12	09/30/12	- - - - -					0	\$0.00		0.00			
N 16	WEWS	09/19/12	09/25/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	- - - - - S -	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S -					1	\$650.00		0.00			
		Week: 09/24/12	09/30/12	- - - - -					0	\$0.00		0.00			
N 17	WEWS	09/19/12	09/25/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	- - - - - S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S					1	\$500.00		0.00			
		Week: 09/24/12	09/30/12	- - - - -					0	\$0.00		0.00			
N 18	WEWS	09/19/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	- - - - - S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S					1	\$800.00		0.00			
		Week: 09/24/12	09/30/12	- - - - -					0	\$0.00		0.00			
N 19	WEWS	09/21/12	09/21/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	- - - - F - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - F - -					1	\$800.00		0.00			
													Totals	104	\$105,250.00